



Attorney Docket No. 300.257

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GROUP 3600

AMENDMENTS TO THE SPECIFICATION

Please replace the sixth and seventh sentences of Paragraph 25 with the following rewritten sentences:

--Client 101 may suggest changes to the job order created by media director 102 and may interact with media director 102 to update the job order via TASKLET 107. Once the job order is agreed to, client 101 approves TASKLET 107 and sends the approved TASKLET or third mobile agent as a buy authorization form to DPX server 106.

Please replace the second sentence of Paragraph 26 with the following rewritten sentence:

--In this case, media director 102, again using client machine 103, indicates to client campaign management tool 104 that research data is desired using TASKLET 109 and/or 114.

Please replace the fourth and fifth sentences of Paragraph 28 with the following rewritten sentences:

--Using the information contained in TASKLETS 112 and 113, campaign management tool 104 creates a new TASKLET or mobile agent such as a fourth mobile agent 107 representing the media campaign proposal which is transmitted to client 101. Client 101 reviews the media campaign proposal contained in TASKLET and, possibly, after interaction with the media director, accepts the media campaign proposal via a TASKLET 107 or fifth mobile agent to create a finalized contact which is sent back to DPX server 106, which works with campaign management tool 104 to generate a new TASKLET, representing media buy confirmations and which are sent to the selected vendors.

Please replace Paragraph 29 with the following rewritten Paragraph:

--Once the media buy confirmations via TASKLET 112 & 113 are sent to the selected vendors, the vendors prepare to run the associated ads. This may require no advance payment or payment by the client for a portion or all of the fees or costs. Selected vendors may also report the receipt of the media buy confirmation with a response and once the ads are run may return an ad run confirmation sent via TASKLET 112 and/or 113 or a sixth mobile agent.

Please replace the first sentence of Paragraph 30 with the following rewritten sentence:

--Ad run confirmation may also be accomplished by use of a TASKLET such as 112 or 113 or seventh mobile agent which may travel from media director to vendor site collecting information confirming ad placement.

Please replace Paragraph 32 with the following rewritten paragraph:

--FIGURE 2 shows the flow of steps required to implement a media buying process supported by the invention. Initially, in step 201, a media director discusses and finalizes a job order with a client so that the client can, via a TASKLET 107 (Figure 1), return a buy authorization form resulting in a buy order authorization form creation. In step 202, Once once the buy authorization form is created, the media director can negotiate rates and spots with vendors 1 and 2, again via a TASKLET and/or mobile agent such as 112 and/or 113 (Figure 1), ~~that in~~ In particular, the media director may research data in response to the authorization form and send the vendor's data pertaining to the campaign via the TASKLET 109 (Figure 1). In step 203, Again, the vendors again respond using the TASKLET 112 and or 113 (Figure 1) so that a campaign proposal is finalized with the client and media director. In step 204, Once once finalized, if the contract allows confirmation and booking of orders placed with the vendors and any advance or pre-payments are sent to the vendors via an appropriate TASKLET 112 and/or 113 (Figure 1). In step 205, for for example, the TASKLET 112 and/or 113 (Figure 1) may include payment information so that the vendor can receive pre-payments allowing them to place and run the requested spots.

Please replace Paragraph 33 with the following rewritten paragraph:

--FIGURE 3 shows an alternate embodiment of the invention in which a vendor, instead of having a personal peer, includes a DPX server 301. Thus, instead of the vendor accepting a TASKLET and interacting directly with that TASKLET such as TASKLET 113 (Figure 1) as provided by the campaign management tool and DPX server, the vendor maintains its own DPX server behind its firewall, interacting with internally generated TASKLETS 302 to review and accept orders. Note that TASKLETS 303 are still used to interact between the campaign management tool DPX server 304 and the DPX server of the vendor 301.

Please replace the last sentence of Paragraph 37 with the following rewritten sentence:

-- Note that while the invention has been described as using a ~~eonsilient~~ CONSILIENT™ platform, other platforms such as ~~adobe~~ ADOBE™, ~~acrobat~~ ACROBAT™, ~~zaplet~~ ZAPLET™ and similar platforms may be used without varying from the scope of the invention.

Please delete Paragraph 38.